

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An apparatus comprising:

 a light source; and

 a means for positioning the light source within a rotating reference frame of a wheel, the positioning means to allow ~~direction of~~ light from the light source **directed outside the wheel** such that an amount of light from the light source **incident upon and** reflected from a visible surface of the wheel is greater than an amount of light from the light source directed away from the visible surface of the wheel.

2. (Previously Presented) The apparatus of claim 1 wherein the light source is selected from the group consisting of light-emitting diodes, filament-based light elements, gas-based light elements, lasers, and a combination thereof.

3. (Previously Presented) The apparatus of claim 1 wherein the light source is positioned on a portion of the wheel selected from the group consisting of a wheel rim, a rim flange, a wheel center cap, a disk, a hat, a spoke, and a combination thereof.

4. (Previously Presented) The apparatus of claim 3 wherein the visible surface of the wheel from which the light is reflected includes the surface of a structural element attached to the wheel.

5. (Previously Presented) The apparatus of claim 3 wherein the visible surface of the wheel from which the light is reflected includes the surface of a coating applied to the wheel.

6. (Original) The apparatus of claim 4 wherein the structural element attached to the wheel is a hubcap.

7. (Previously Presented) The apparatus of claim 1 wherein the light source is positioned on a structural element attached to the wheel.

8. (Original) The apparatus of claim 7 wherein the structural element attached to the wheel is a hubcap.

9. (Currently Amended) The apparatus of claim 1 wherein the positioning means comprises a shield that reduces the amount of light from the light source directed outside the wheel that is directed away from the visible surface of the wheel such that the amount of light from the light source that is incident upon and is reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

10. (Previously Presented) The apparatus of claim 9 wherein the shield has a reflective surface facing the light source such that a portion of a light reflected from the reflective surface is incident upon the wheel surface.

11. (Currently Amended) The apparatus of claim 1 further comprising a light projector attached to the positioning means, the light projector to direct a portion of light from the light source directed outside the wheel to the visible surface of the wheel such that the amount of light from the light source incident upon and reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

12. (Currently Amended) The apparatus of claim 1 further comprising an optical element attached to the positioning means, the optical element to direct a portion of light from the light source **directed outside the wheel** to the visible surface of the wheel such that the amount of light from the light source **incident upon and** reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

13. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a structure attached to at least a portion of a rim of the wheel.

14. (Previously Presented) The apparatus of claim 13 wherein the structure is an annular ring attached to a rim of the wheel.

15. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a wheel center cap.

16. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a crossbeam member.

17. (Original) The apparatus of claim 16 wherein the crossbeam member extends across a diameter of a rim of the wheel.

18. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a portion of the wheel.

19. (Currently Amended) The apparatus of claim 1 further comprising a waveguide attached to the positioning means, the waveguide to receive light from the light source **directed outside the wheel** and direct the light to the visible surface of the wheel such that the amount of light from the light source **incident upon and** reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

20. (Previously Presented) The apparatus of claim 19 wherein the waveguide comprises a micro-optic prism array sheet collimator layer.

21. (Currently Amended) The apparatus of claim 1 further comprising:

one or more additional light sources such that a total amount of light from the light source and the additional light sources directed away from the visible surface of the wheel is less than an amount of light **incident upon and** reflected from the visible surface of the wheel.

22. (Previously Presented) The apparatus of claim 1 further comprising a second light source operated independently of the light source.

23-63. (Cancelled)

64. (Currently Amended) A wheel lighting assembly comprising:

a light source to provide light **outside a wheel**;
a structural element in to which to mount the light source, the structural element to allow a portion of the provided light to **strike and** be ~~directed to and~~ reflected from a visible surface of a wheel and to minimize any remaining portion of the light from being directly visible by an observer; and

means for attaching the structural element to a wheel.

65. (Currently Amended) The wheel lighting assembly of claim 64 wherein the structural element comprises an aperture to a portion of the provided light to strike and be ~~directed to and~~ reflected from the visible surface of a wheel.

66. (Previously presented) The wheel lighting assembly of claim 64 wherein the structural element comprises a shade portion to minimize any remaining portion of the light from being directly visible by an observer.

67. (Previously presented) The wheel lighting assembly of claim 64 wherein the light source is selected from the group consisting of a light-emitting diode, filament-based light element, gas-based light element, laser, and a combination thereof.

68. (Previously presented) The wheel lighting assembly of claim 64 wherein the means for attaching the structural element to the wheel is to attach the structural element to a portion of the wheel selected from the group consisting of a wheel rim, a rim flange, a wheel center cap, a disk, a hat, a spoke, and a combination thereof.

69. (Currently Amended) The wheel lighting assembly of claim 64 further comprising a light projector attached to the structural element, the light projector to ~~direct~~

~~a portion of the provided light for reflection from the visible surface of a wheel so as to minimize any remaining portion of the light from being directly visible by an observer.~~

70. (Previously presented) The wheel lighting assembly of claim 69, wherein the light projector operates as a waveguide.

71. (Currently Amended) The wheel lighting assembly of claim 64 further comprising an optical element attached to the structural element, the optical element to direct ~~a portion of the provided light for reflection from the visible surface of a wheel so as to~~ minimize any remaining portion of the light from being directly visible by an observer.

72. (Previously Presented) The wheel lighting assembly of claim 71 wherein the optical element is selected from a group consisting of a lens, a reflector, a prism, and a combination thereof.

73. (Previously presented) The wheel lighting assembly of claim 64 wherein the structural element is selected from the group consisting of an annular ring, a wheel center cap, a cross beam member, a wheel rim, a wheel spoke, and a combination thereof.